

Beyond Education: Finolex Industries Limited Pioneers Sustainable Skill Development in Rural Odisha

Kendrapada, (OIS) is a momentous celebration of skill and potential. Finolex Industries Limited (FIL), its long-standing CSR partner Mahila Mahan Foundation (MMF), and Action Aid came together to host a transformative celebratory ceremony, honoring 47 students who successfully completed their plumbing training program at ITI Patamuada.

The event marked a significant milestone in a decade-long partnership between Finolex and MMF, highlighting their commitment to creating sustainable and entrepreneurial opportunities.

Action Aid, a renowned international development organization, has been instrumental in amplifying the social impact of this program. Through their

collaborative grassroots approach, the partnership has created a robust ecosystem for skill development and economic empowerment in rural Odisha.

Samit Bhunia, Vice President of Marketing & Communications at Finolex, eloquently captured the essence of their mission: "Plumbing is more than a technical skill—it's a gateway to entrepreneurship and economic independence. We're not just training individuals, we're creating micro-entrepreneurs who can transform their local economies."

The plumbing program represents a strategic intervention in a sector with significant entrepreneurial potential. By providing comprehensive training that goes beyond technical skills to include business fundamentals, Finolex is

nurturing a new generation of skilled entrepreneurs. Graduates are equipped not just with plumbing expertise, but with the knowledge to start their own businesses, secure employment in diverse sectors, or become valuable assets in construction, infrastructure, and home improvement industries.

The collaborative project between FIL, MMF, and Action Aid has created meaningful opportunities in Kendrapada, empowering 72 women entrepreneurs across 19 villages. The project's impact is tangible: 442 families connected to social security schemes, 30 youth provided with skill development and job opportunities, and 10 women's collectives established with 265 members.